We would like to take the opportunity at this time to welcome you to the Chuck E. Cheese Team. Enclosed in this presentation are style guidelines for our trademarks, which are designed to assist you in product manufacturing.

We take great pride in our trademarks and their representation. It is through business partners such as yourself that we are able to work together in accomplishing our goals and objectives to the retail market.

> "Although a well-chosen trademark or service mark cannot assure overnight commercial success... With proper nurturing a mark can become a proprietary right of incalculable value."
>
> The Business Lawyer Vol. 42

Guidelines Prepared By ShowBiz PizzaTime, Inc. for Trademark Image Production

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CHUCK E. CHEESE WAS BORN ONE CHARLES ENTERTAINMENT CHEESE IN RODENTVILLE, NEW JERSEY AROUND 25 YEARS AGO. GROWING UP, CHUCK WAS SURROUNDED BY CHILDREN OF ALL AGES. CURIOUSLY, NONE OF THEM TREATED CHUCK E. LIKE A MOUSE BECAUSE ALL OF HIS CHARACTERISTICS WERE TYPICALLY HUMAN, ESPECIALLY HIS GIVING HEART. REGARD LESS THAT STILL DIDN'T HELP HIM TOO MUCH FOR CHUCK E. WAS SMALL WHEN HE WAS A YOUTH AND HE COULDN'T COMPETE WITH ALL THE KIDS IN THE NEIGHBORHOOD WHO WERE MUCH LARGER THAN HE. SO WHAT DID HE DO? WELL, CHUCK E. CHEESE ATE PIZZA EVERY DAY SO HE COULD GET BIG AND STRONG, AND BEFORE HE KNEW IT, ALL THE KIDS IN THE NEIGHBORHOOD WERE LOOKING UP TO HIM-LITERALLY AND FIGURATIVELY- NOW. HE COULD PLAY WITH THE WHOLE GANG WITHOUT WORRING ABOUT BEING TOO SMALL. IN FACT, HE GOT SO GOOD AT PLAYING GAMES, THE KIDS BEGAN TO RESPECT HIM IMMENSELY. HE WOULD EVEN GO SO FAR AS TO HELP THEM OUT LIKE A BIG BROTHER IF THEY WERE HAVING TROUBLE PLAYING.

IN FACT, SOME OF THE KIDS STARTED THINKING OF HIM AS A COACH BECAUSE HE WAS AL WAYS THERE TO HELP OUT AND PLAY AND HAVE FUN WITH. CHUCK E. HAD BECOME A LEADER AS WELL AS A TRUSTWORTHY, ENCOURAGING FRIEND. ALL OF CHUCK E'S HARD WORK AND TRAINING-AND EATING-PAID OFF. THIS TAUGHT THE CHILDREN A VALUABLE LESSON; YOU CAN DO ANYTHING IF YOU PUT YOUR MIND TO IT. CHUCK E. CHEESE BECAME A LEGEND IN THAT LITTLE NEIGHBORHOOD AND HAS GROWN INTO AN EVEN BIGGER ONE TODAY. MICE ON THE WHOLE ARE TYPICALLY FUNNY AND MISCHIEVOUS AND SINCE CHUCK E. IS ONE THOU SAND TIMES THE SIZE OF A NOR MAL RODENT HE IS THAT MUCH MORE ANI MATED.

KIDS OF ALL AGES LOOK UP TO HIM AS A BIG BROTHER AND A CLOSE COMPANION. HE NEVER REALLY TAKES HIMSELF TOO SERIOUSLY, EXCEPT WHEN IT COMES TO HELPING HIS TEAM OUT. BUT HE'S ALWAYS A LOT OF FUN AND KIDS CAN RELATE TO HIS CAREFREE ATTITUDE. MOMS TRUST HIM IMPLICITLY BECAUSE HE'S A GOOD FRIEND TO THE CHILDREN. SOMEONE/SOMETHING THEY CAN CONFIDE IN OR JOKE AROUND WITH, HE'S ALWAYS IN A GOOD MOOD, BEBOPPING AROUND THE RESTAURANT AND PLAYING GAMES WITH THE KIDS. THIS MAKES THE CHILDREN HAPPY AS WELL AS KEEPING THEM OCCUPIED.

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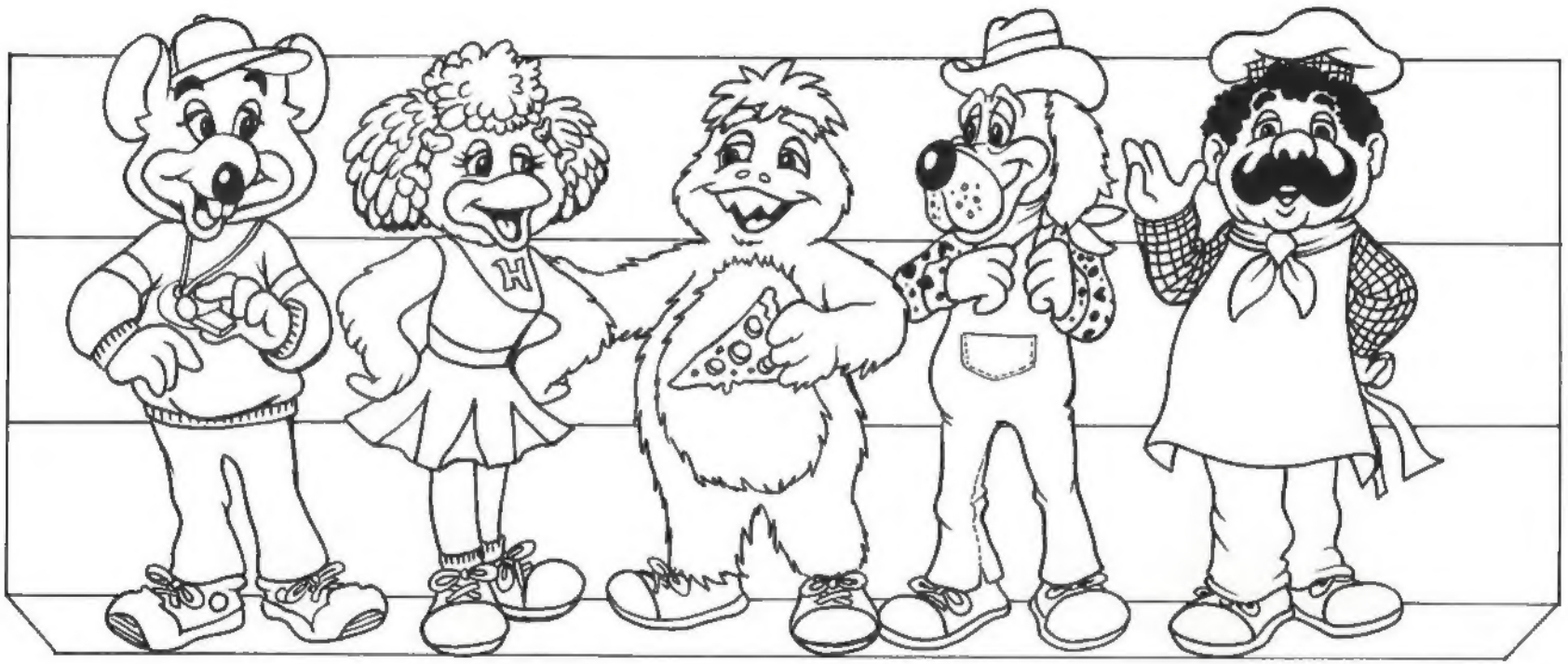
COMPARATIVE SIZE CHART

CHUCK E. IS APPROXIMATELY THREE AND ONE THIRD HEADS TALL. HE IS ALWAYS PICTURED AS SLIGHTLY TALLER THAN THE OTHER CHARACTERS.



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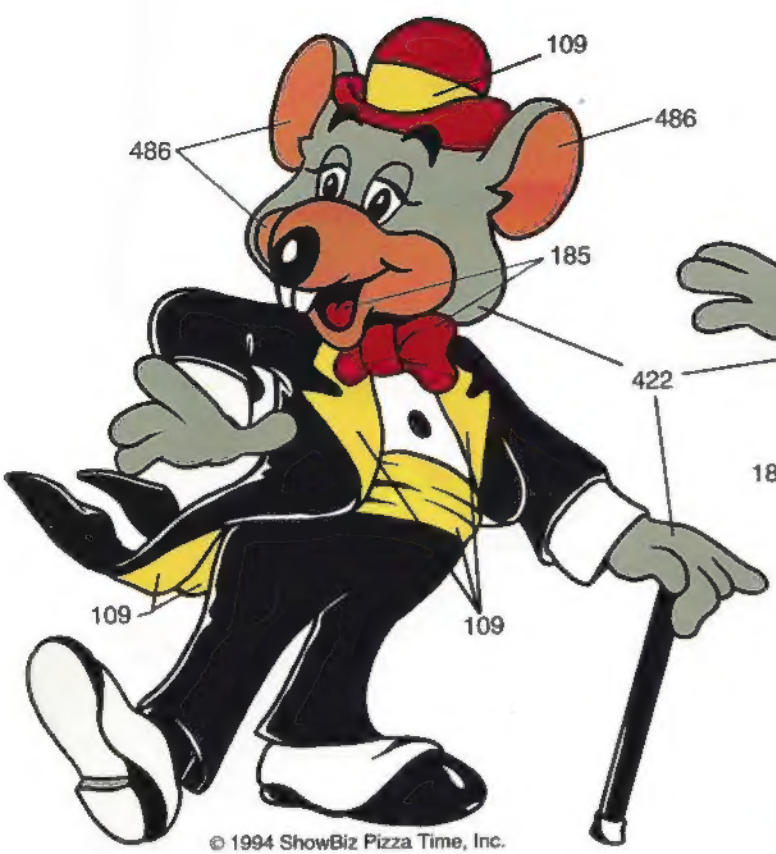

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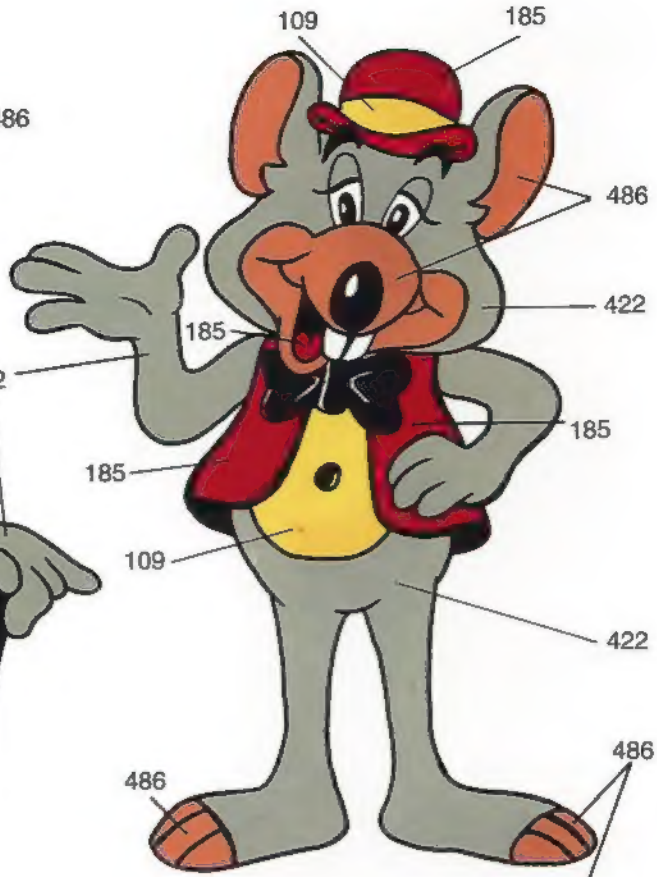
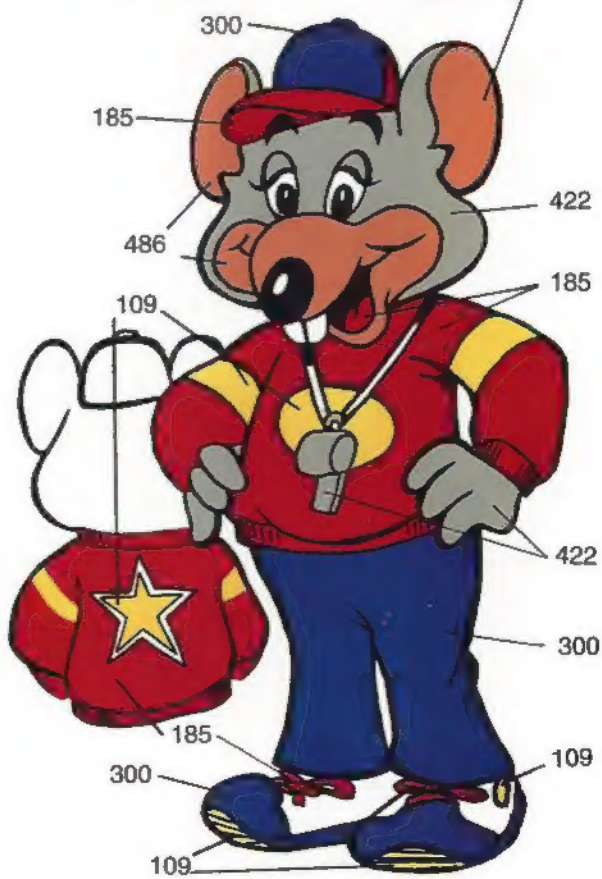
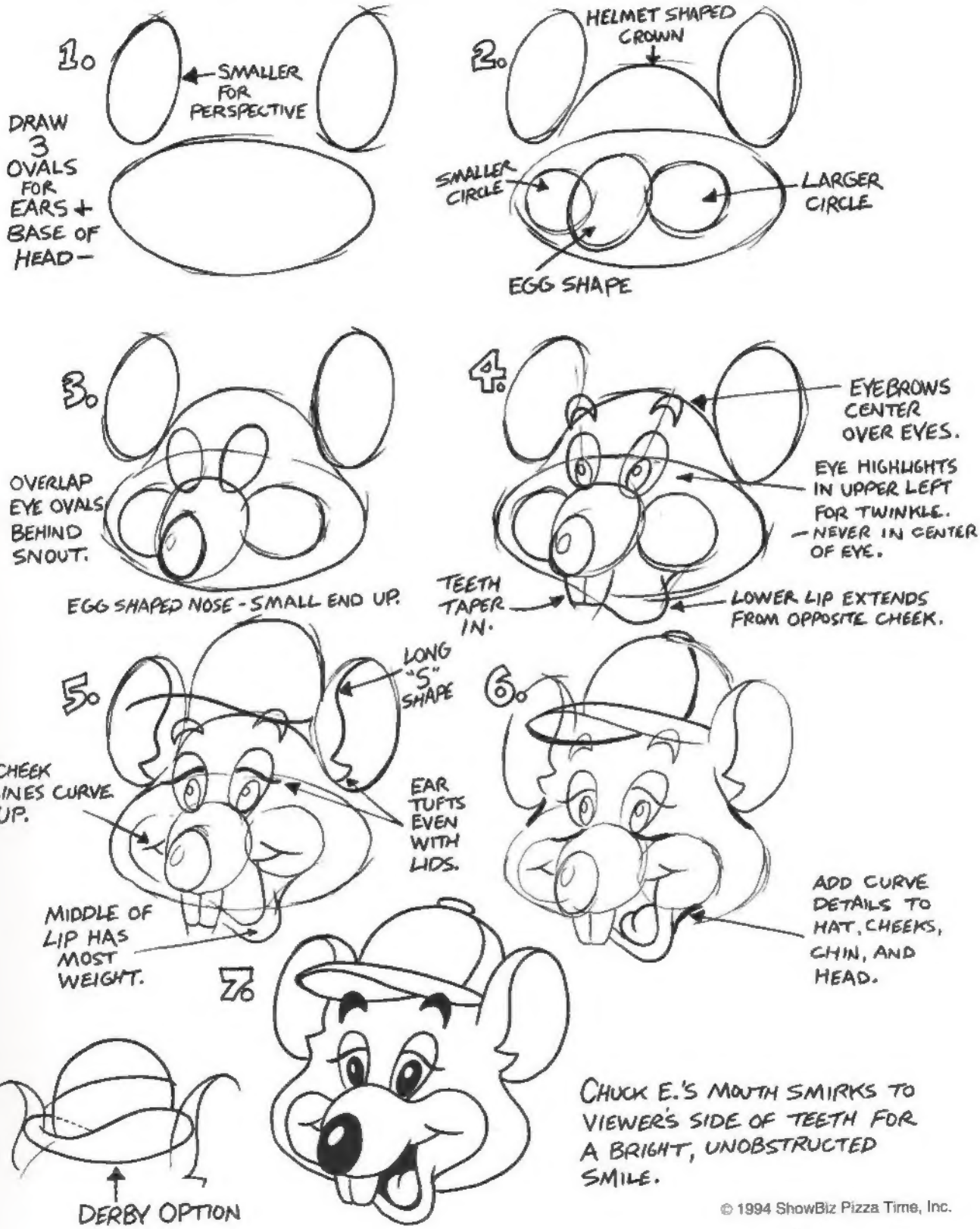




COLOR CHART

NUMBER	COLOR	YELLOW	MAGENTA	CYAN	BLACK
PMS 021		87.0	51.0		
PMS 103		100.0			18.5
PMS 109		94.0	8.5		
PMS 123		94.0	30.5		
PMS 156		43.0	18.5		
PMS 1565		51.0	34.0		
PMS 185		76.0	91.0		
PMS 265			56.0	56.0	
PMS 290			6.0	27.5	
PMS 300			43.0	100.0	
PMS 331		15.0		18.5	
PMS 354		83.0		91.0	
PMS 422					34.0
PMS 470		94.0	56.0		34.0
PMS 486		43.0	47.0		
BLACK					100

— How to Draw Chuck E. Cheese - (3/4 View)



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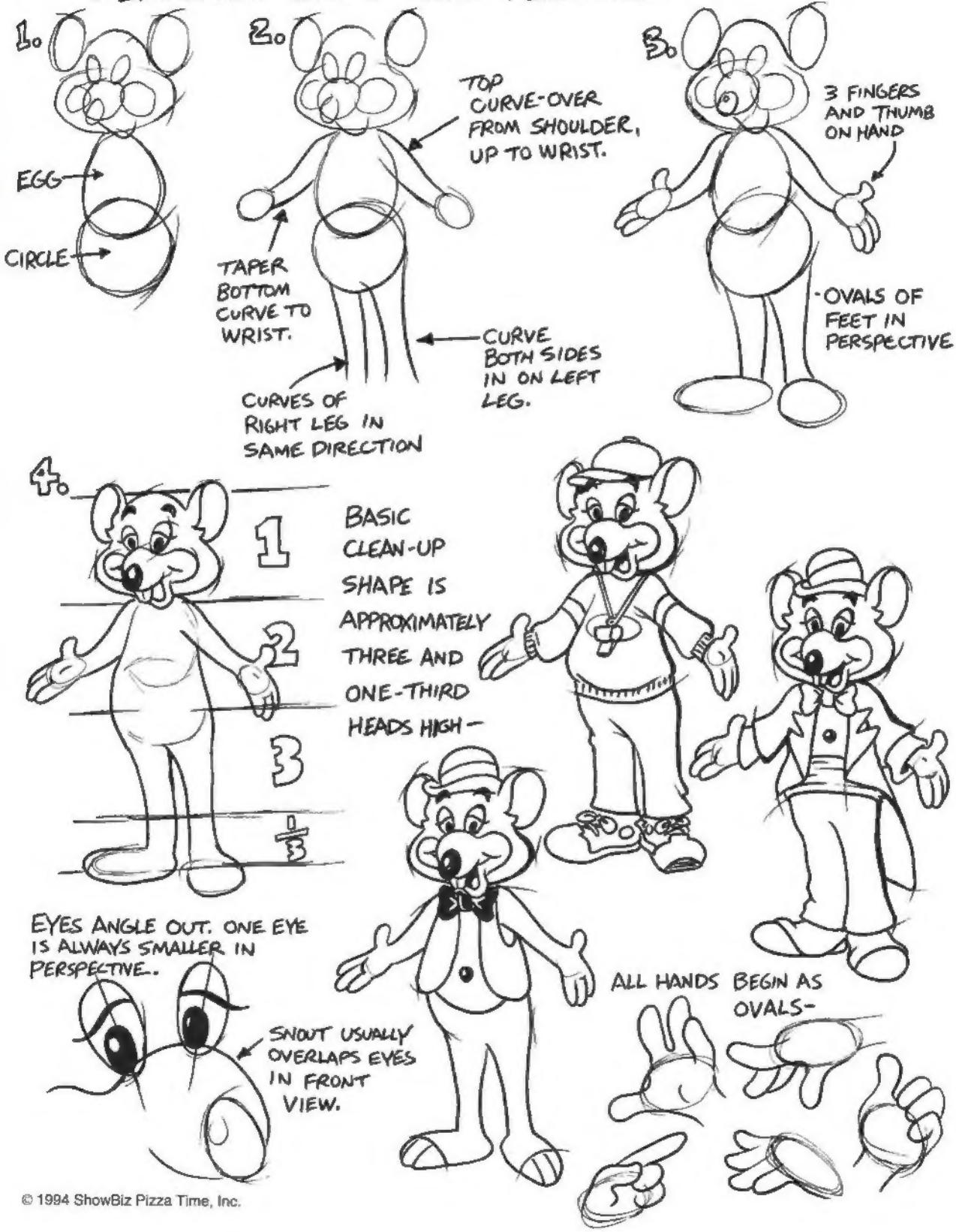
DRAWING BODY AND DETAILS –



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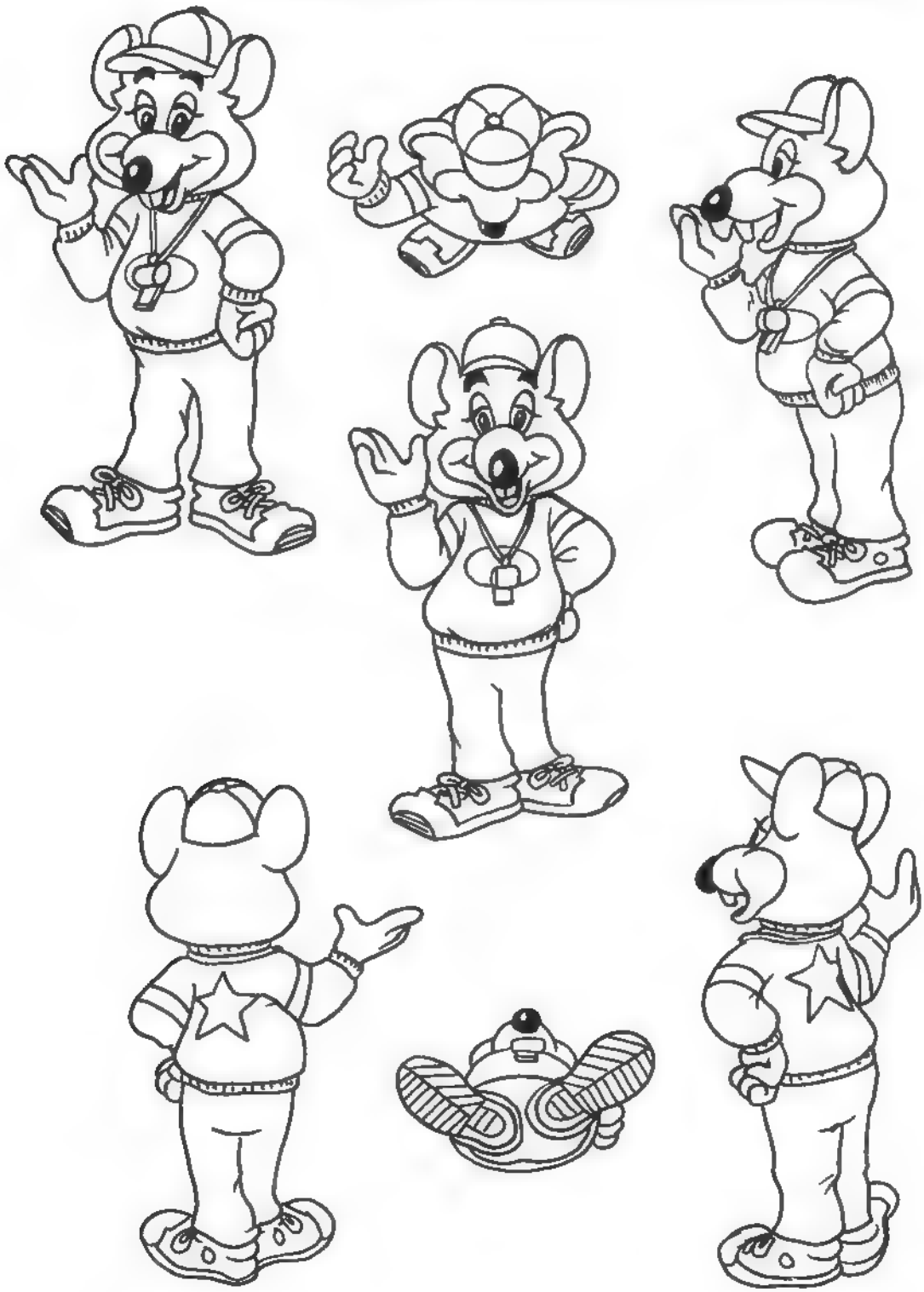
CHUCK E. CHEESE –

THREE DIMENSIONAL PRESENTATION



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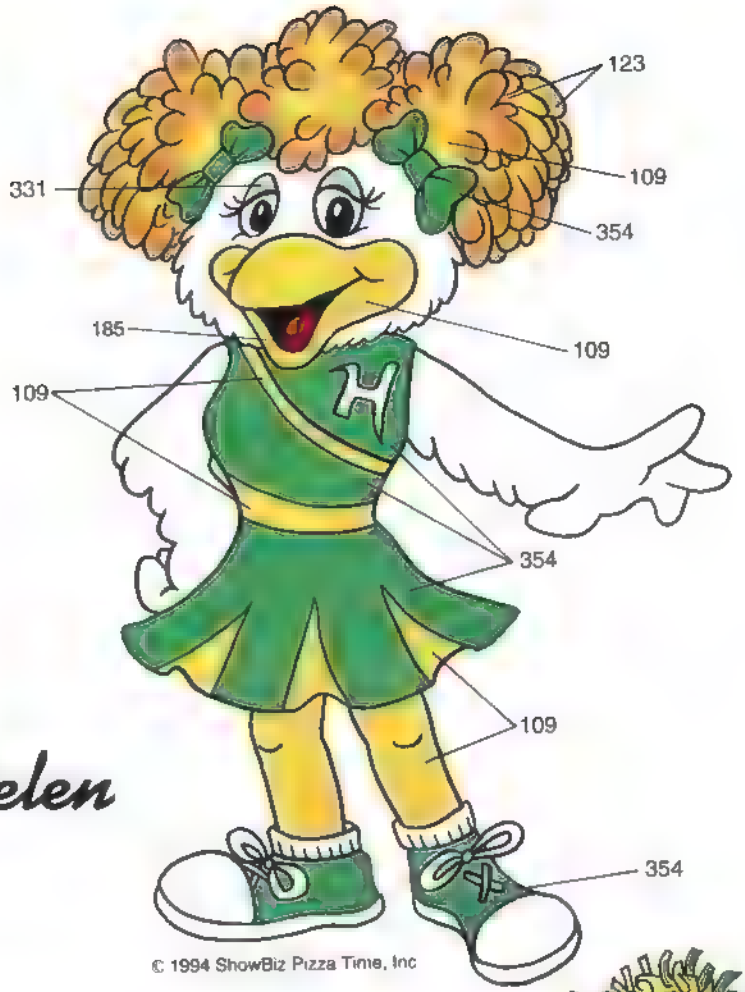

Helen

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PMS 021		87.0	51.0		
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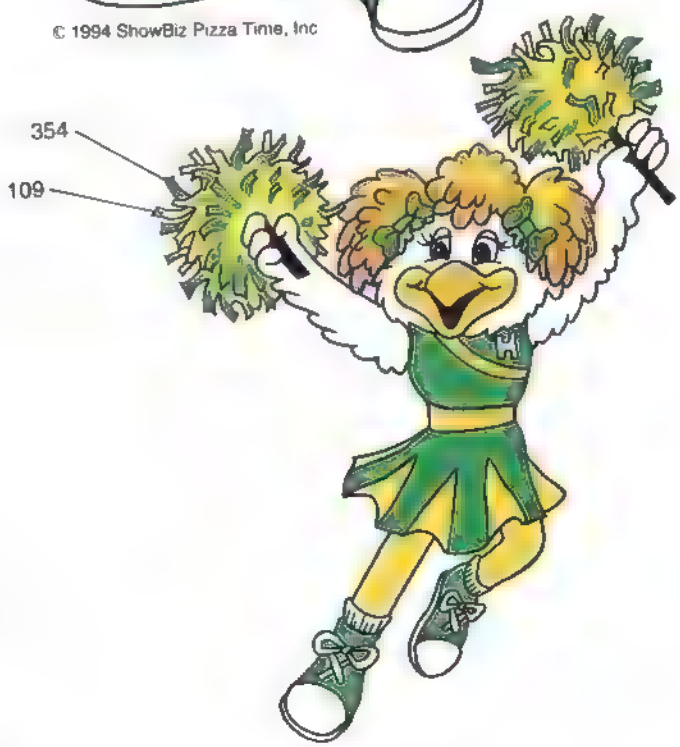
PMS 486		43.0	47.0		
BLACK					100



ATTITUDES AND EXPRESSIONS

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Helen

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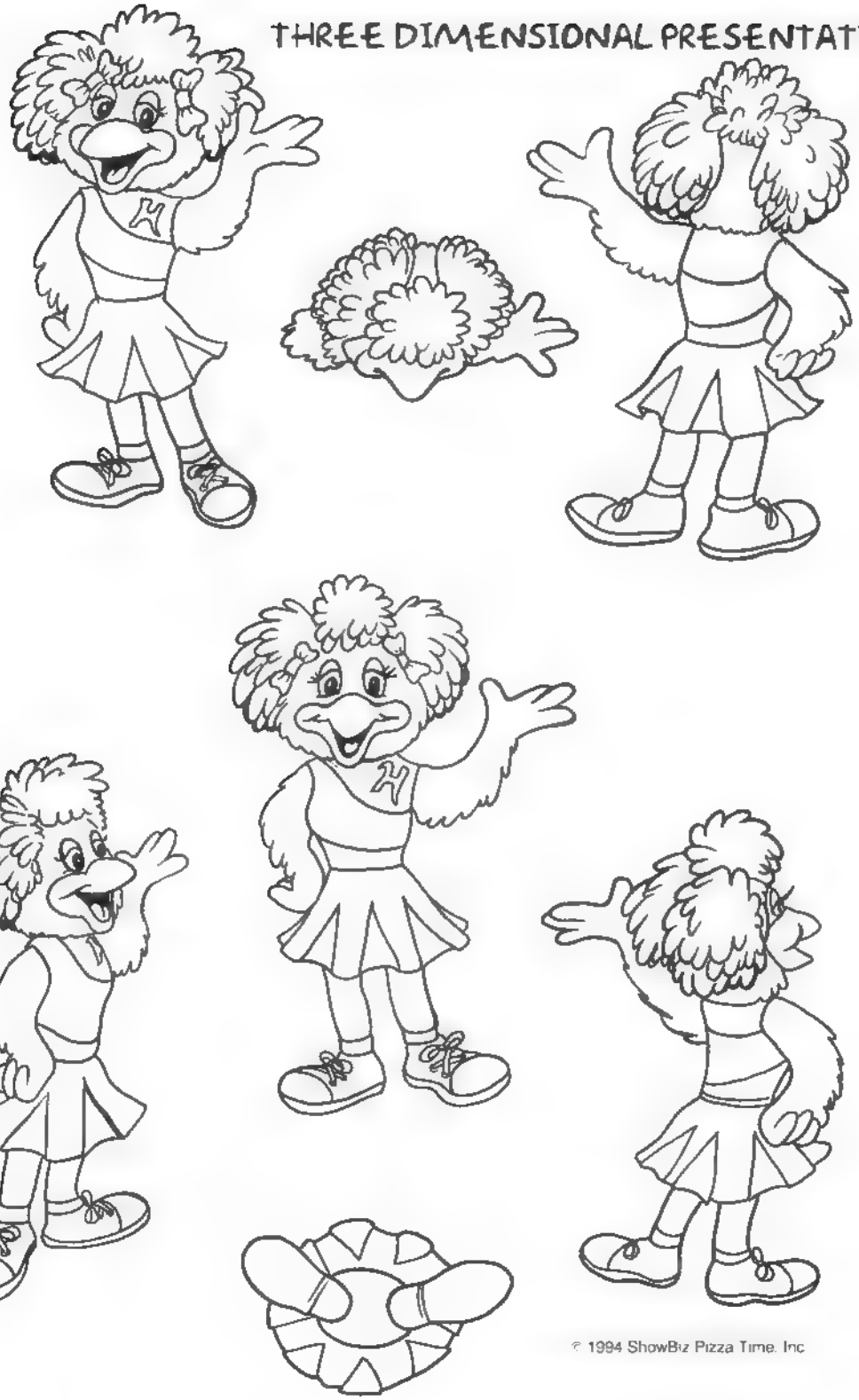

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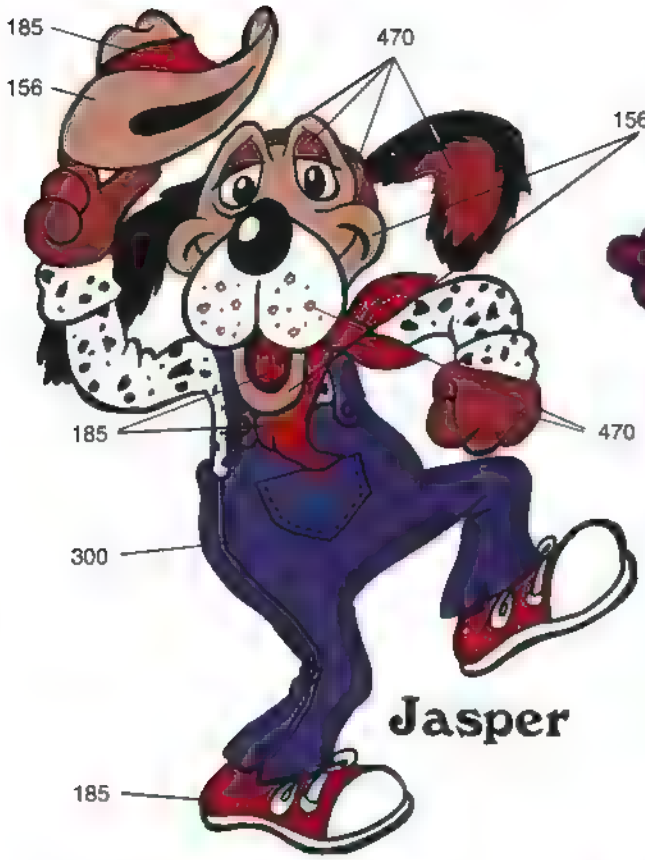

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PMS 486		43.0	47.0		
BLACK					100

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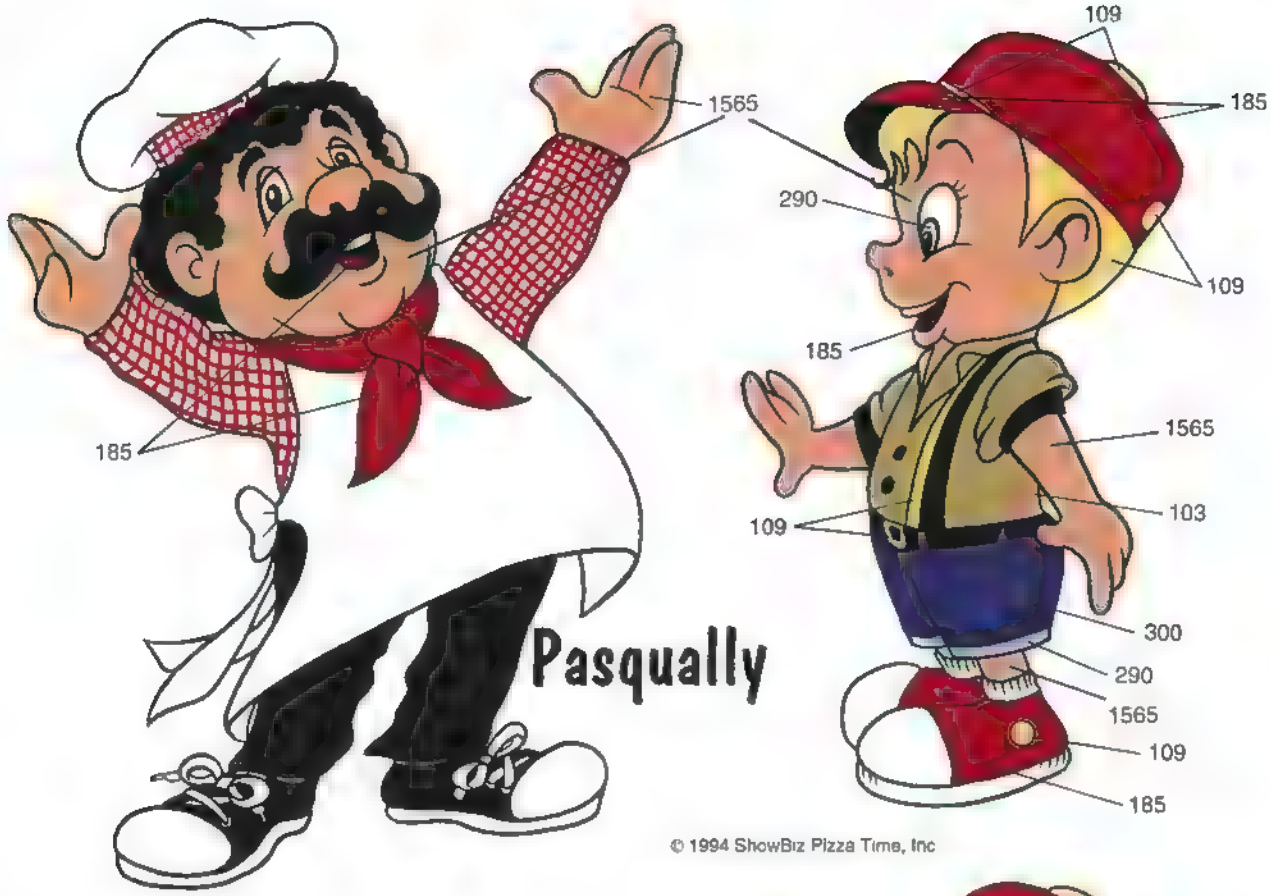

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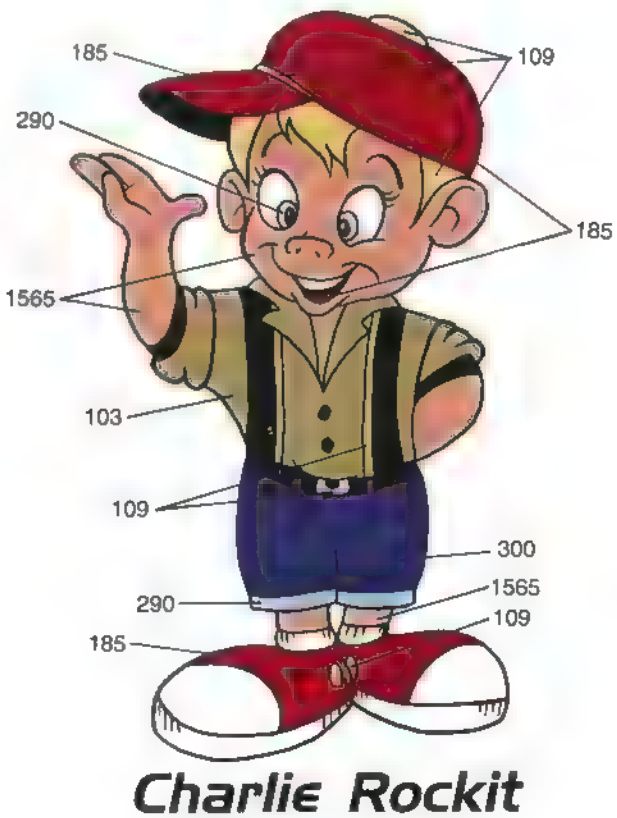

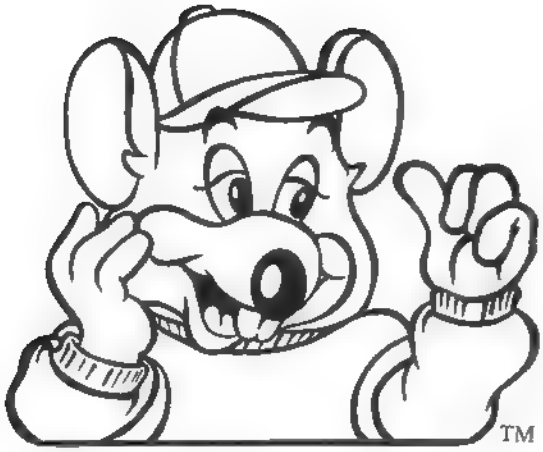
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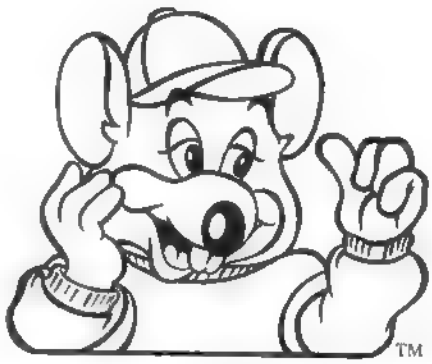
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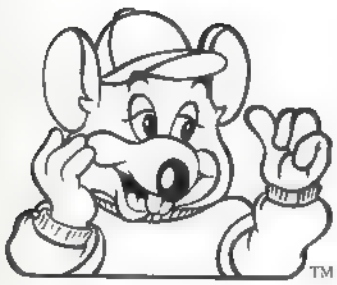
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MUNCH®

BongoBlack-plain

Chuck E. Cheese®

BrushScript

Charlie Rockit®

Aero Plain

Pasqually®

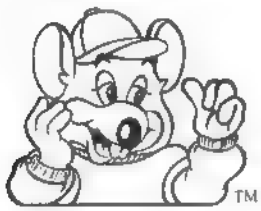
DonCasual

Jasper®

Buckingham-Plain

Helen®

DinerScript-plain



CHUCK E CHEESE'S™

CHUCK E CHEESE'S™

CHUCK E CHEESE'S™ CHUCK E CHEESE'S™

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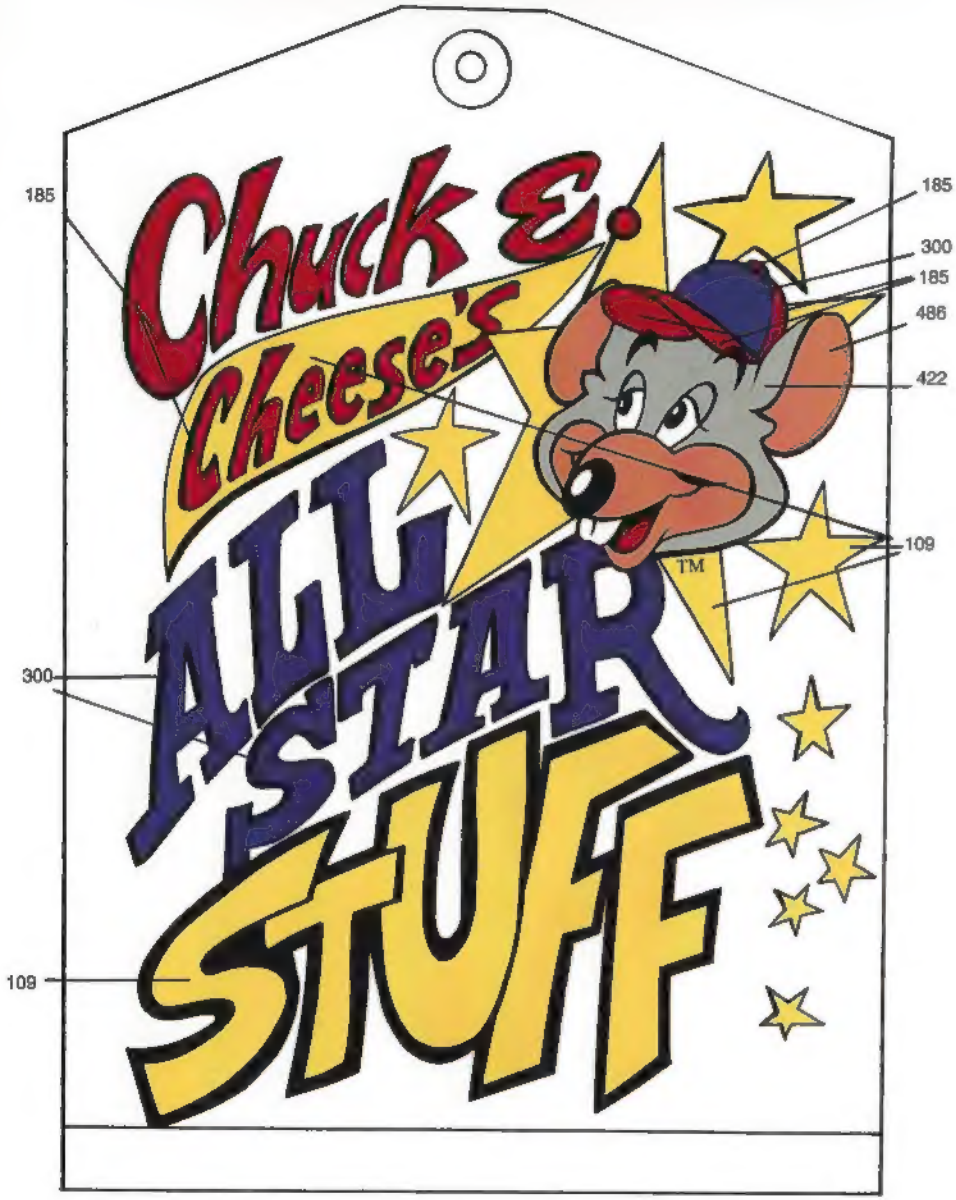
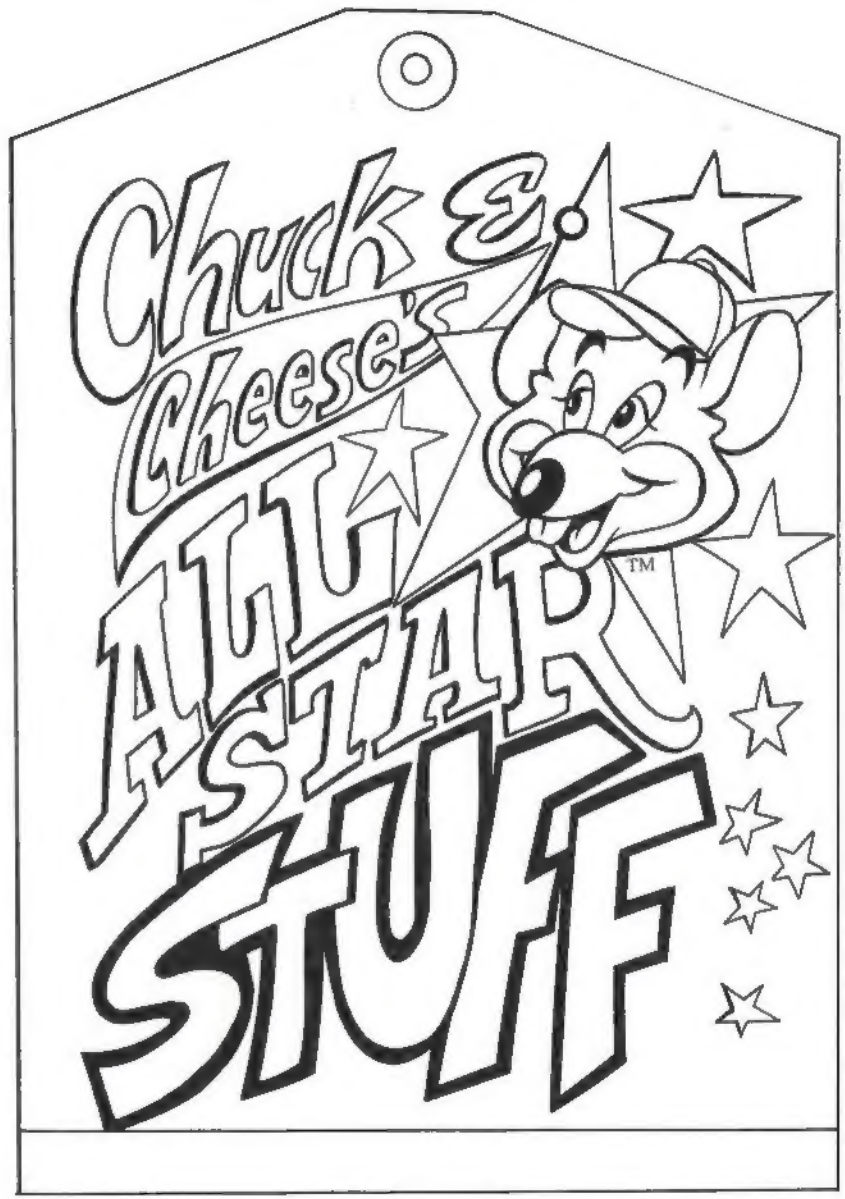


CONSULT COLOR CHART FOR COLORS



CHUCK E. CHEESE LICENSING – PRODUCT APPROVAL PROCESS
March, 1994

This process is important to ensure the integrity and consistency of Chuck E. Cheese. Corporate review and approval of each development stage helps in expediting the trademark appearance as it is intended. Please plan sufficient development time to allow for this process to occur without jeopardizing your selling time and shipping schedule.

Submission Stage:

1. **Concept**

   At this stage we will need to view the art concept in its rough form (sketches are fine) as well as the materials and material content in which the product will be produced. PMS chips are required to evaluate the product colors. This is also the procedure for previously approved artwork on new products.

2. **Artwork**

   For all approved product concepts, the next step is the submission of all artwork for approval. Please have exact sketches approved prior to camera ready submittal. This includes any advertising or merchandising trade publications, packaging, hang tags, label specifications, and point of sale display. All editorial and actual layout must be represented.

3. **Prototype/Strikeoff**

   Once artwork is completed and approved, the next step is a prototype or strikeoff (depending on the type of product). The prototypes need to accurately represent the product in all respects including any forms of merchandising if applicable. Revisions are often made at this stage, as we will be able to see more clearly how the final product will be executed.

   Mockups of any packaging, hang tags and label specification will also be considered for approval at this time. Please supply us with information detailing where you are intending to merchandise the product. You will need to supply us with wholesale vs. sale cost and shelf life if applicable.

4. **Preproduction Sample**

   After a strikeoff or prototype is approved, you may then proceed to a preproduction sample. This will be a representation of the final product(s) as presented in prototype form. However, it is necessary to have the preproduction sample sent in for approval prior to actually going into production. This sample should be complete in all respects including labels, hang tags and any packaging.

   Please send in two samples at this stage clearly marked with your company name and our approval number to you for our records.

5. **Final Product**

   After the production sample is approved, proceed to production. At this time, please send us ten production samples, as per your contract.

CHUCK E. CHEESE LICENSING

ACQUISITION REQUEST

PRODUCT APPROVAL
Please attach Sketch Conceptions

Licensee: _____

Address: _____

Phone: _____

Licensee Contact: _____

Product Description: _____

Product C.E.C. Stock #: _____

Person Reviewing: _____

Corporate Use Only	**If coinciding approval box is not initialed, please resubmit with following changes noted below.**
Date/Initials Approved	**CONCEPT** _____
Date/Initials Approved	**ARTWORK** _____
Date/Initials Approved	**PROTOTYPE** _____
Date/Initials Approved	**PREPRODUCTION** _____
Date/Initials Approved	**FINAL PRODUCT** _____

Attach to
Approval Form #_____

CEC GUIDELINES FOR TRADEMARK IMAGE PRODUCTION

Date of Origin: March 1994
Archived: 3-7-19
Submission by CEC Nevada
Version 1.0

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